

2025 Hair Care & Multicultural Hair Session

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Tuesday, May 6, 2025

Hair Care General Market and Ethnic Trends

60 minutes

Join NielsenIQ for a session on the latest trends in hair care, with a highlight on multicultural trends. We'll explore key market shifts, emerging products, and the unique needs of diverse consumers. Gain valuable insights into how brands are innovating to meet the demands of a diverse consumer base and stay ahead in the dynamic hair care market

NielsenIQ

Wednesday, May 7, 2025

Buyers' Choice Awards

30 minutes

Join us for the Buyers' Choice Awards hosted by ECRM and Drug Store News! Suppliers will submit their product offering and participating buyers will cast their vote for their favorite product!